



Connect to Success Consultee Profile



Logo:

Name of Company: MESH Sportswear

Give a brief description of the company.

Born one year ago, MESH is a premium fashion sportswear brand designed exclusively for women.

We blend high street fashion with high performance materials to unleash each woman's personality.

Our designs are created to stand out, to be lively and daring.

Mesh is inspired by the female body and mind.

What does your business hope to achieve through Connect to Success's MBA/Masters Consulting Program?

We asked for a Business Plan.

We expect to get help on two main areas, that we are focusing right now:

- Communication Plan - that includes digital strategy for 3 Markets to be specified)
- Internacional Strategy - MESH is now in the crucial stage of approaching international markets. Until now MESH has been doing business development mainly in Portugal and Spain. The strategic channels are identified: department stores, premium sport chains, fashion concept stores and premium online stores. The big issue is: Which markets should MESH Sportswear address first?

We would like the Consulting Team to build a strategic plan in which concerns the internationalization of MESH Sportswear:

- which markets?
- time plan

- key players
- business model
- important partnerships
- competitors
- legal issues
- relevant operational costs
- specific communication and marketing plan.